The Survivors Club

5% thrive and survive because they take action

Plane analogy—easy to shut down and block out; our job is to avoid “normalcy bias” and get our kids to new destinations

Looking out the window at the web

Presentation is linked from her home page

How does normalcy bias affect your school? We still act like content is contained.

Humanity in a digital space

Tech gives us better faster cheaper

Web is democratic, but is only as good as the people in it, contributing to it

4 characteristics

1. Context Context is everything
   1. Tags establish the relationship needed for statistics to be meaningful
   2. More people more tags smarter web smarter people
2. Customization Social circles
   1. Not looking randomly, looking for customized information based on me and my connections
3. Personalization Personal + tags +
   1. Like amazon
   2. Twine search engine
   3. Pandora radio
4. \_\_\_\_\_\_\_\_\_\_\_\_ Tags according to contributor
   1. Who you are relates to what you tag
   2. Klout shows connections between web 2.0 participants based on how others have connected with you
   3. Strangers coming together to help each other

Twitter-perfect example of normalcy bias in action

Now it’s a powerhouse of information and #1 place to search

Contextual structured data is hallmark of web 3.0

Twitter makes our social circles available to others, like listorious

FLUENT: filter, learn, unlearn, engage, network, trust

Fluent individuals are calm and competent where others are paralyzed

Its not infowhelm, its filter failure (Clayton Christenson)

Attention is precious.

Linchpin by Seth Godin is all about web 3.0 you are a genius with gifts and talents and you need to know how to share yourself.

The tribe rules. The most successful networks are the most diverse.

Understand the rules of the tribe to capture attention, which is the gold of tomorrow.